



**GOLD SEAL**

1954

SUMMER SUPPLEMENT

*Floors  
and Walls*





## **GOLD SEAL<sup>®</sup>** **FLOORS AND WALLS**

New designs, new colors, and new products . . . are among the featured Gold Seal patterns for June, 1954.

The big, high-fashion news in Gold Seal Floors and Walls starts on page 3 with new Gold Seal Cork Tile . . . the top quality cork tiling with a special built-in soil resistance. On pages 5 and 6 you'll find new decorator colors in Jackstraw, America's No. 1 inlaid linoleum design . . . as well as in colorful new "Sequin."

There's exciting news in Gold Seal Vinyl Inlaids on page 7 . . . and an introduction to the dramatic new styling in Gold Seal Congoleum on page 8.

All in all, it adds up to quite a story . . . a new high in color and design from the makers of the finest floor and wall coverings in the world.

The terms "Gold Seal", "Congoleum", "Jackstraw", "Sequin" and "Duplex" appearing in this catalog are all trade-marks of Congoleum-Nairn Inc.

# **CONGOLEUM-NAIRN INC.**





**GOLD SEAL**

*Cork Tile*



New Gold Seal Cork Tile provides a long awaited advance in floor and wall covering . . . a luxurious, new tile product that combines all the comfort and sound-absorbent qualities of true cork with a built-in soil resistance unsurpassed by any other cork tile on the market.

Proved by carefully controlled traffic tests to be more highly resistant to soil, dirt and grime, this long-wearing Gold Seal Tile stays fresh and softly lustrous with a minimum of maintenance care.

Thanks to a modern manufacturing process that retains all the rich, natural color of true cork . . . Gold Seal Cork Tile is distinctly superior in color and appearance, too. Because only the finest cork granules and superior synthetic resins are used in its manufacture, it possesses a beauty and smoothness of texture not found in other tiling.



PATTERN CK-102 • medium

GAUGES:  $\frac{1}{8}$ " and  $\frac{3}{16}$ "

SIZES: 6" x 6", 6" x 12", 9" x 9",  
12" x 12", 12" x 24"

PACKAGE:  $\frac{1}{8}$ " — 54 sq. ft. per carton  
 $\frac{3}{16}$ " — 36 sq. ft. per carton  
 Standard Packing—CK 101 (Light) only.  
 Random Packing—All three colors in  
 pleasing proportion in one carton.



PATTERN CK-101 • light

Amazingly quiet and restful underfoot, this top quality new Gold Seal product offers both architects and home owners an ideal floor and wall covering answer for homes, offices, reception rooms, libraries, churches and shops. Available in three harmonizing tones, every tile carries the exclusive Gold Seal warranty: "Satisfaction Guaranteed or Your Money Back."

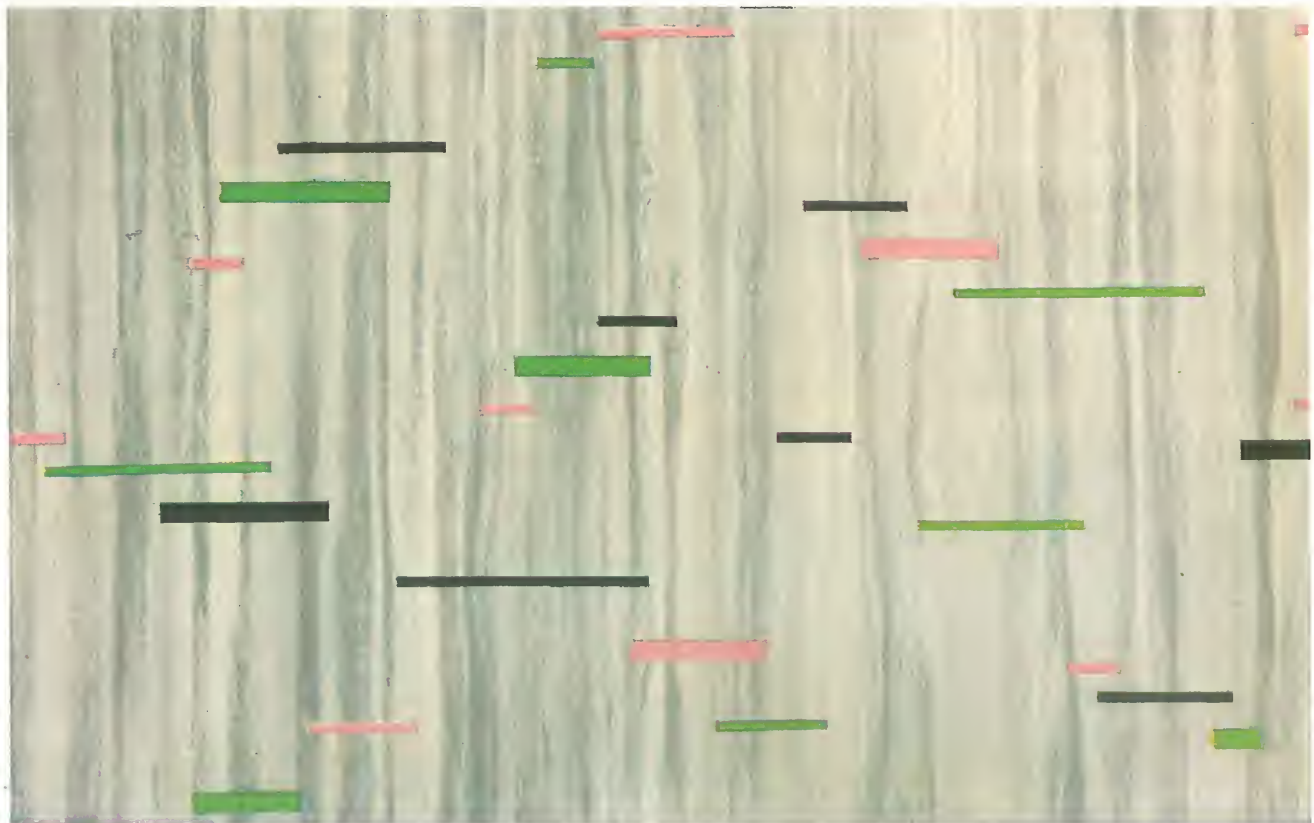


PATTERN CK-103 • dark





## GOLD SEAL NAIRN INLAID LINOLEUM



jackstraw • calcutta grey

PATTERN K667 • standard gauge



jackstraw • coral

PATTERN K668 • standard gauge



# GOLD SEAL NAIRN INLAID LINOLEUM



sequin • avocado green

PATTERN 1719 • standard gauge



sequin • pink

PATTERN 1720 • standard gauge





## GOLD SEAL VINYL INLAIDS



vinylflor • seascape white  
vinyltile • seascape white

PATTERN 2019  
PATTERN PT19



coral reef

PATTERN PT41



princess red

PATTERN PT42



# GOLD SEAL



## Congoleum

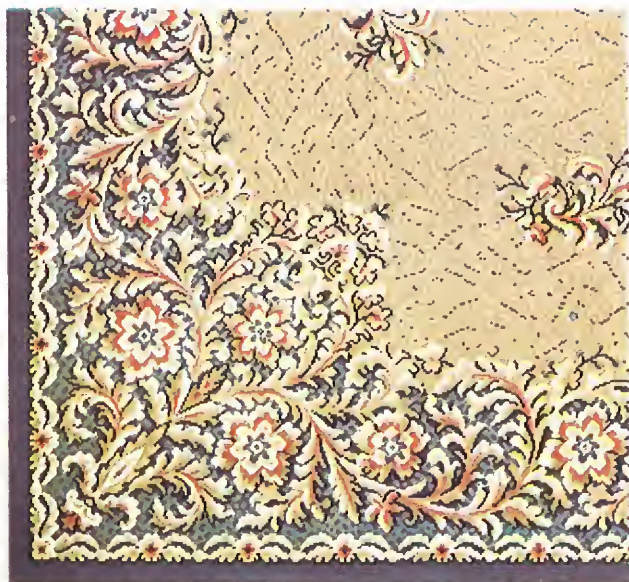
### RUGS AND BY-THE-YARD

Gold Seal Congoleum puts the spotlight on design and color for 1954!

With the introduction of the new patterns shown on this and the following pages, home-makers now have a choice of styling heretofore available only in the most costly types of floor covering.



The colorful, outdoor beauty of the new "Patio" series . . . the smart, textured effect of the "Toy-town Rug" . . . and the rich, natural colors of the new floral designs . . . are but a few examples of the swing towards high-style in America's original enamel surface floor covering







## GOLD SEAL CONGOLEUM RUGS

6' x 9'  
7½' x 9'  
9' x 10½'  
9' x 12'  
9' x 15'  
12' x 12'  
12' x 15'



normandy • grey

PATTERN 446

6' x 9'  
7½' x 9'  
9' x 10½'  
9' x 12'  
9' x 15'  
12' x 12'  
12' x 15'



normandy • gold

PATTERN 447



# GOLD SEAL CONGOLEUM RUGS



silver lace

PATTERN 451

6' x 9'  
7½' x 9'  
9' x 10½'  
9' x 12'  
9' x 15'  
12' x 12'  
12' x 15'



champagne lace

PATTERN 452

6' x 9'  
7½' x 9'  
9' x 10½'  
9' x 12'  
9' x 15'  
12' x 12'  
12' x 15'



**toytown**

P A T T E R N 455

This rug copyright 1954  
Congoleum-Nairn Inc.



A wonderful, easy-to-clean choice for any child's room, the new "Toytown Rug" has a smart, colorful textured look all its own.





6' x 9'  
 7½' x 9'  
 9' x 10½'  
 9' x 12'

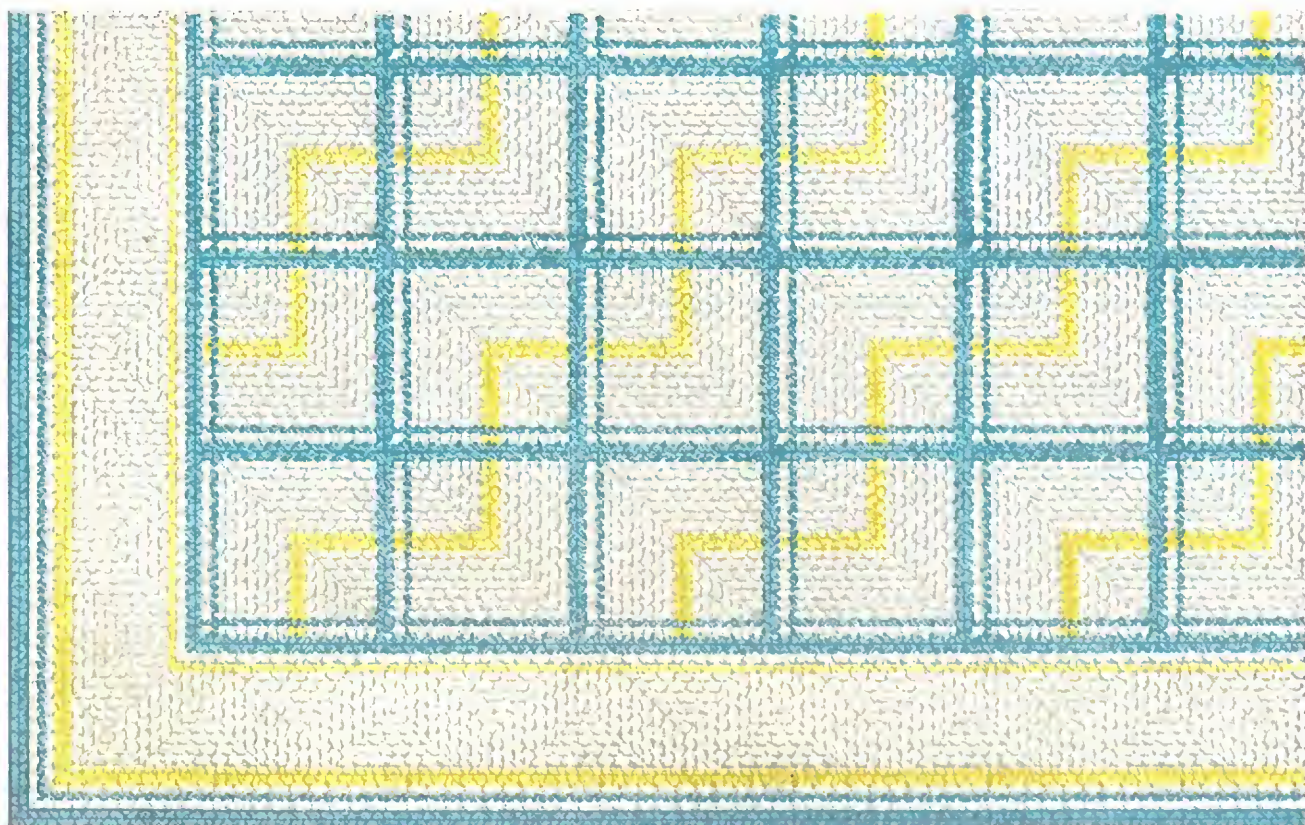
The same design, without toy insets, is available in harmonizing colors for mother's room, as shown on pages 13 and 14.





## GOLD SEAL CONGOLEUM RUGS

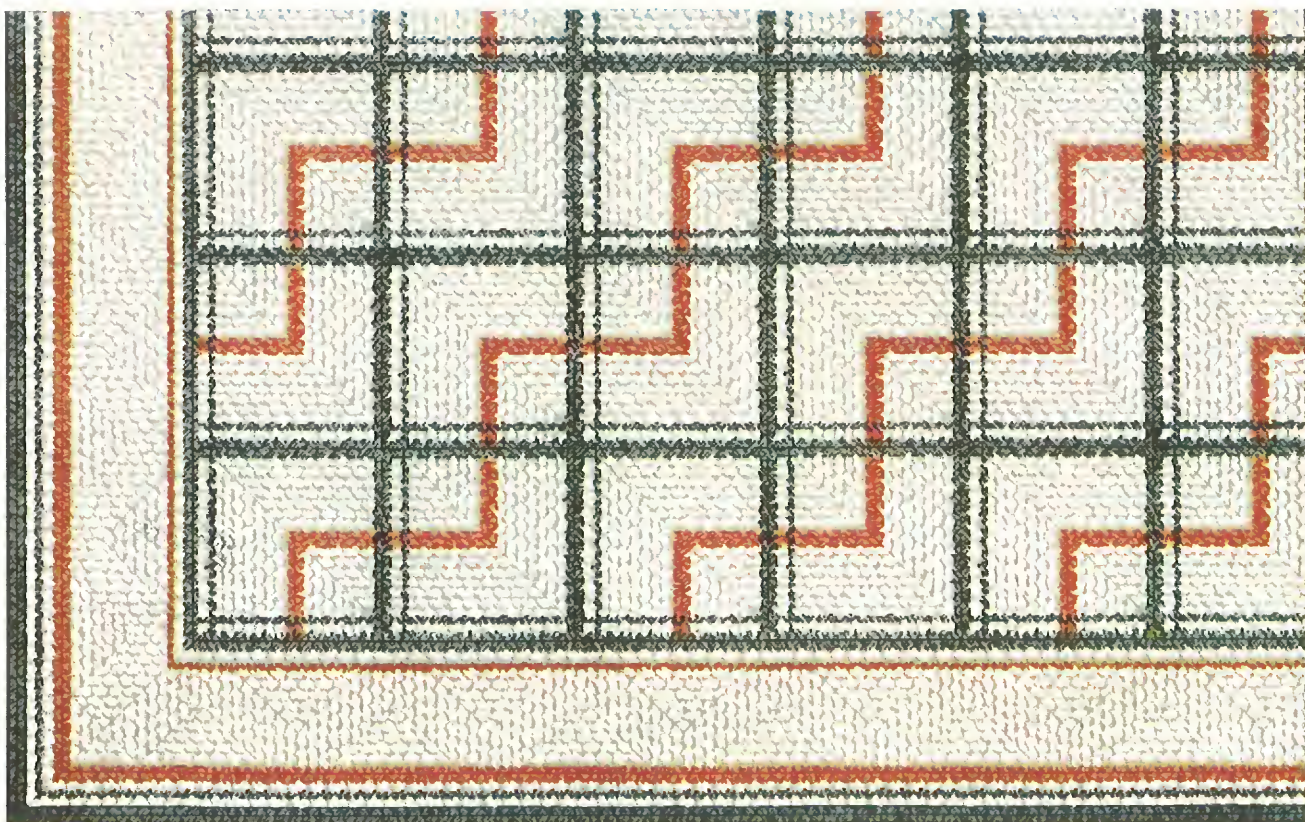
6' x 9'  
1/2' x 9'  
9' x 10 1/2'  
9' x 12'  
9' x 15'  
2' x 12'  
2' x 15'



country town • blue

PATTERN 457

6' x 9'  
1/2' x 9'  
9' x 10 1/2'  
9' x 12'  
9' x 15'  
12' x 12'  
12' x 15'

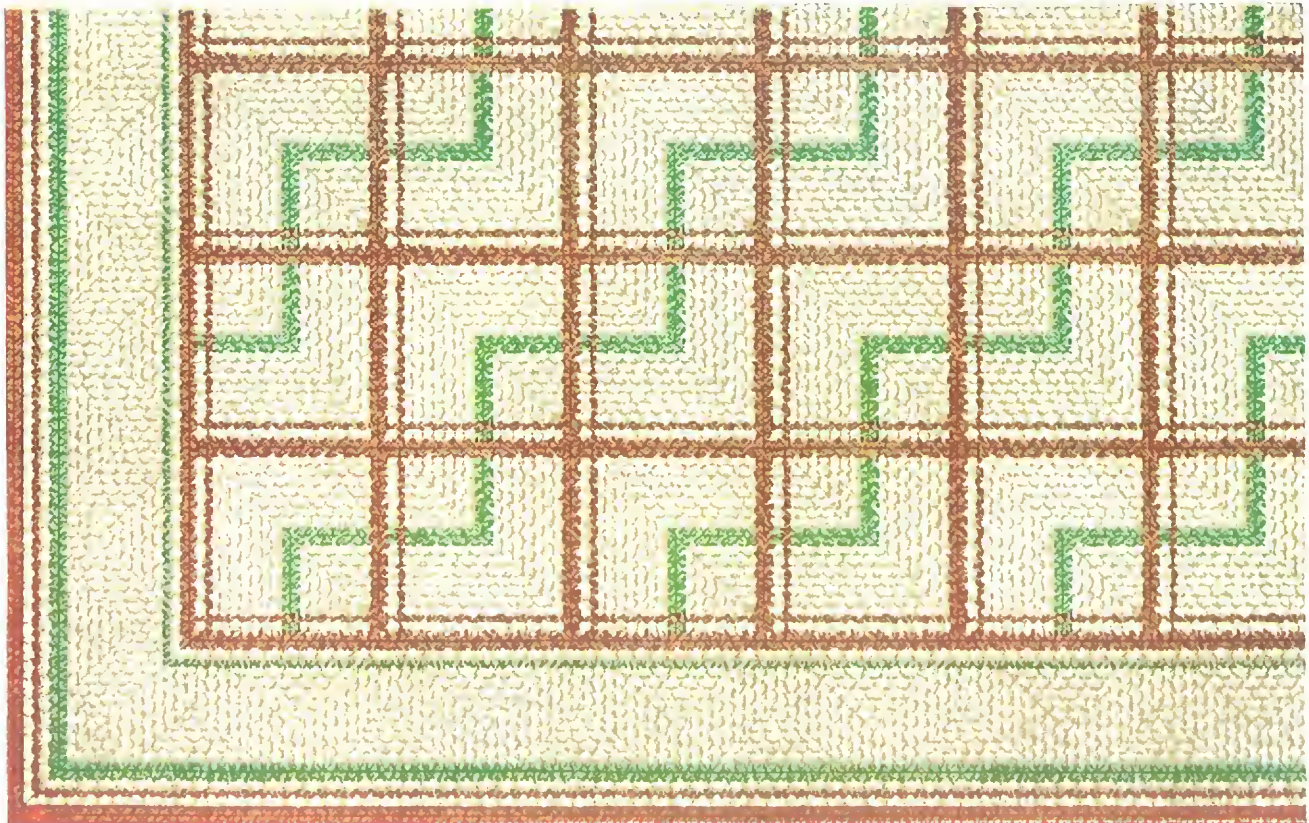


country town • red

PATTERN 458



# GOLD SEAL CONGOLEUM RUGS



6' x 9'  
7½' x 9'  
9' x 10½'  
9' x 12'  
9' x 15'  
12' x 12'  
12' x 15'

country town • brown

PATTERN 459

# GOLD SEAL RUG BORDER



diagonal parquet

PATTERN 5224 — 24" wide  
PATTERN 5236 — 36" wide  
PATTERN 5272 — 72" wide





## GOLD SEAL CONGOLEUM BY-THE-YARD



9 feet  
12 feet  
wide

bouquet • red

PATTERN 901



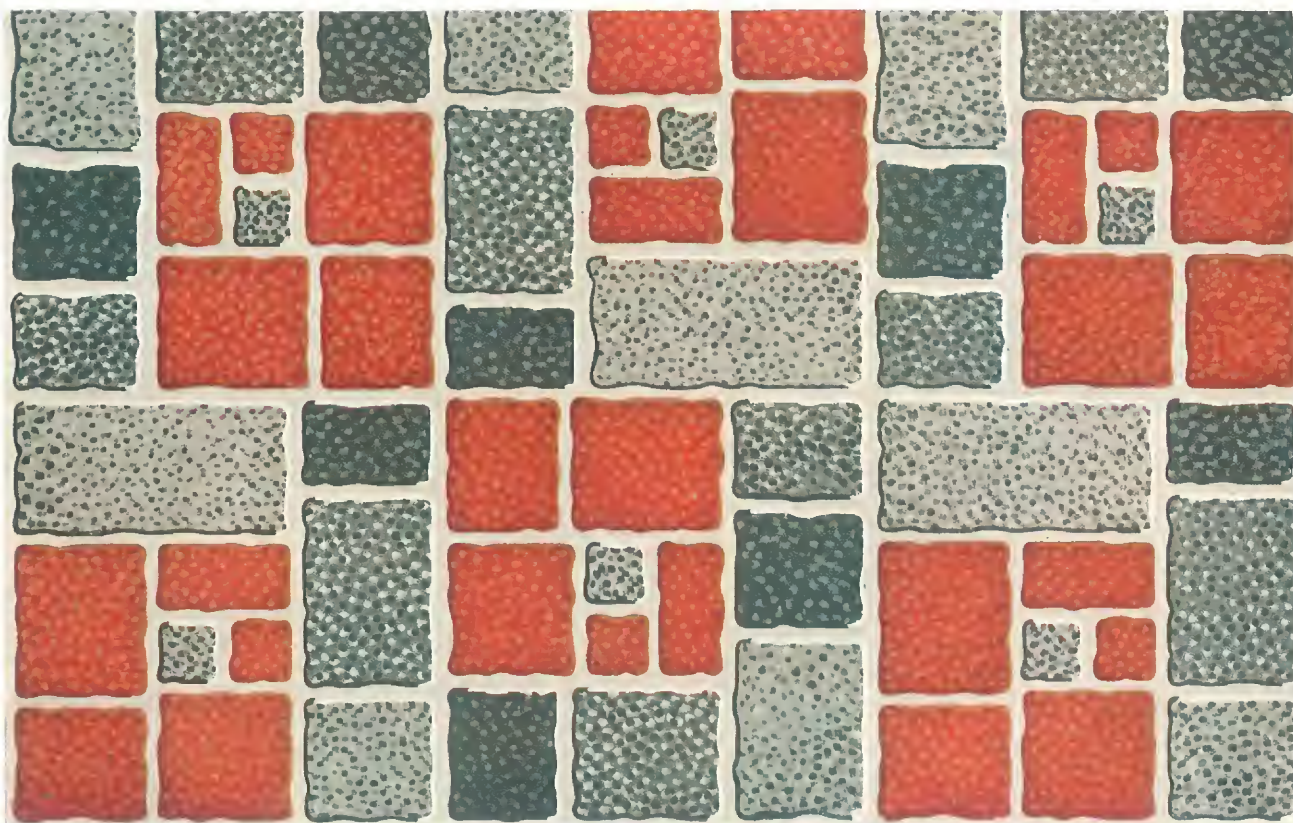
6 feet  
9 feet  
12 feet  
wide

cape cod • yellow

PATTERN 915



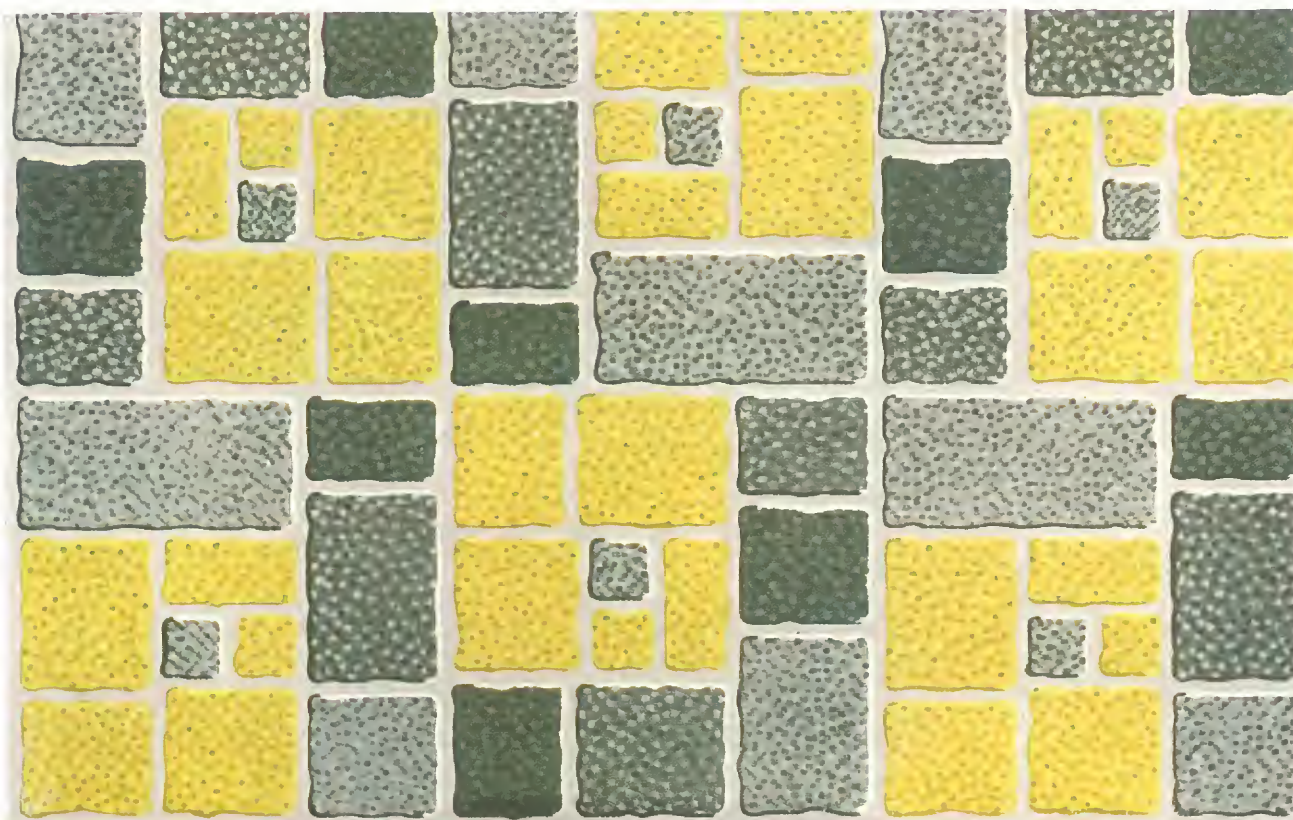
# GOLD SEAL CONGOLEUM BY-THE-YARD



6 feet  
wide

patio • brick

PATTERN 923



6 feet  
wide

patio • yellow

PATTERN 924





## GOLD SEAL CONGOLEUM BY-THE-YARD



6 feet  
wide

patio • green

PATTERN 925



6 feet  
9 feet  
12 feet  
wide

halo • red

PATTERN 928



# GOLD SEAL CONGOLEUM BY-THE-YARD



halo • blue

PATTERN 929

6 feet  
9 feet  
12 feet  
wide



halo • coral

PATTERN 930

6 feet  
9 feet  
12 feet  
wide





## GOLD SEAL CONGOLEUM BY-THE-YARD



6 feet  
9 feet  
12 feet  
wide

pom-pom • flame

PATTERN 932



6 feet  
9 feet  
12 feet  
wide

pom-pom • jade

PATTERN 933





pom-pom • spice

PATTERN 934

6 feet  
9 feet  
12 feet  
wide



pom-pom • turquoise

PATTERN 935

6 feet  
9 feet  
12 feet  
wide





scatter rug

PATTERN 65



hall runner

PATTERN 194



scatter rug

PATTERN 66



hall runner

PATTERN 195



scatter rug

PATTERN 67



hall runner

PATTERN 196

Sizes: 18" x 27", 27" x 36", 27" x 54"

Width: 27 inches



## **ADDITIONAL PATTERNS**

### **GOLD SEAL VINYLTOP**

bermuda hues      P A T T E R N 3034 • lagoon turquoise  
                         P A T T E R N 3042 • princess red  
36 inches wide

### **GOLD SEAL DESK TOP LINOLEUM**

2 mm. — Cotton Back

jaspe • desert sand      P A T T E R N 1729  
plain • java brown      P A T T E R N 1730

### **FLOR-MEND**

### **LATEX UNDERLAYMENT**

**SU 80**

Unit Package: 1 gallon liquid, 37 lbs. powder

### **CORRECTION**

Accessories for Medium Floor Machine TO<sub>4</sub>  
TO<sub>58</sub>, Steel Wool pads, incorrectly listed as TO<sub>67A</sub>  
TO<sub>59</sub>, Combination Brushes, incorrectly listed as TO<sub>50</sub>





**CONGOLEUM-NAIRN INC.**  
**KEARNY, N. J.**

*Makers of:*

GOLD SEAL NAIRN INLAID LINOLEUM

GOLD SEAL VINYL INLAIDS

GOLD SEAL CONGOLEUM

GOLD SEAL CONGOWALL

GOLD SEAL RUBBER TILE

GOLD SEAL ASPHALT TILE

GOLD SEAL VINYLBEST TILE

GOLD SEAL CORK TILE